ABSTRACT OF THE DISCLOSURE

METHOD AND SYSTEM FOR INTEGRATING SPATIAL ANALYSIS AND DATA MINING ANALYSIS TO ASCERTAIN FAVORABLE POSITIONING OF PRODUCTS IN A RETAIL ENVIRONMENT

5   A method and system for ascertaining the favorable positioning of products in a retail environment is provided. The locations of products within a retail space are determined using a position identifying system, such as a global positioning system, a local positioning system, or an enhanced global positioning system as products are stocked within the retail space. The paths of customers through the retail space are also determined using the position identifying system, and these paths may be sensed and recorded using a device that stores a position identifier broadcast by the position identifying system. Customers may be identified using financial transaction databases or other identifying data. The products chosen for purchase by the customers are identified, and the locations of the chosen products within the retail space are associated with the paths of the customers through the retail space to form a set of spatial relationships. Data mining algorithms are used to generate input data for forming a set of spatial

relationships.   Spatial analysis techniques are used to
formulate the set of spatial relationships.